



## "Good Roads"

### In El Paso and El Paso County Mean Bitulithic Roads

**A**DVANCEMENT being the topic of the day, we regard this as an opportune time to remind the El Paso public that the real advancement of El Paso began about ten years ago, when they began paving the city with Bitulithic. It is also an opportune time to remark that this Bitulithic paving which was laid ten years ago is today doing splendid service, shows very little wear, and the upkeep in the meantime has been practically nothing.

#### There Is Only One Bitulithic Paving

**S**INCE the initial paving with Bitulithic, ten years ago, El Paso taxpayers have had experience with paving that was promised to be "Just as good as Bitulithic." The promises were all right, but the paving failed to perform. Today some of it stands, a rugged contrast to the smooth, even surfaced Bitulithic, that has been doing service in many cases over twice the period of the so-called "Just as good as Bitulithic." Sometimes it is necessary to make comparisons to arrive at a conclusion.

#### Bitulithic Meets Every Requirement

**N**OT only is Bitulithic the ideal paving for traffic purposes, but it also meets the requirements that are bound to arise at any time in the crowded downtown district, or on El Paso's interurban roads. For instance, in many sections of the downtown district the paving has been disturbed, not once, but many times, to accommodate El Paso's expansion in the way of gas and water mains and other public utilities. These improvements were made readily at a nominal expense and the reconstructed paving is now doing duty and shows no break.

#### Do Not Experiment When You Have a Known Proposition

**T**HE whole object of this advertisement is to induce the taxpayers, who are not thoroughly acquainted with the merits of Bitulithic to fully satisfy themselves. If you are interested in paving, suppose you do this. Stand in front of the Sheldon or Mills building any day and watch the traffic as it pours through from four different directions. Then multiply this daily traffic by 3,650. In making this calculation, of course, you will have to allow for the growth of El Paso during the last ten years and also shave the grand total for the lessened traffic on Sun-

days. You are bound to admit that this paving has merit. Not only that, but a conservative estimate of the cost of keeping this paving in repair from Mesa Avenue to El Paso Street and from San Antonio Street to Main Street, shows that it has been less than \$50.00.

Bitulithic paving is a known proposition. It is so well known that this company insists on giving a guaranty bond on all of its contracts, although it is financially responsible and perfectly able to give a personal bond.

## El Paso Bitulithic

708 1st Nat'l Bank  
Bldg.

## Company

El Paso  
Texas

